2005-2006 International Offices Activity Report

Alberta
Canada

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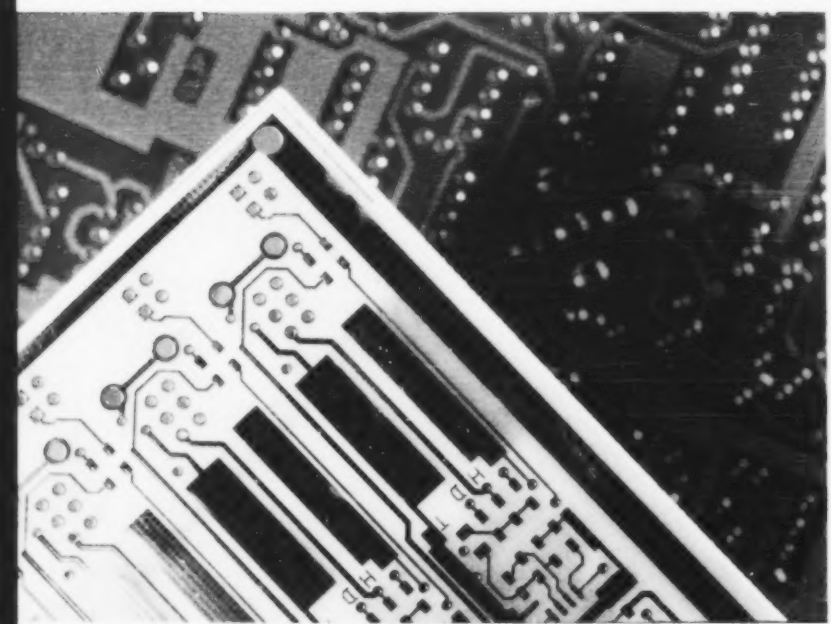

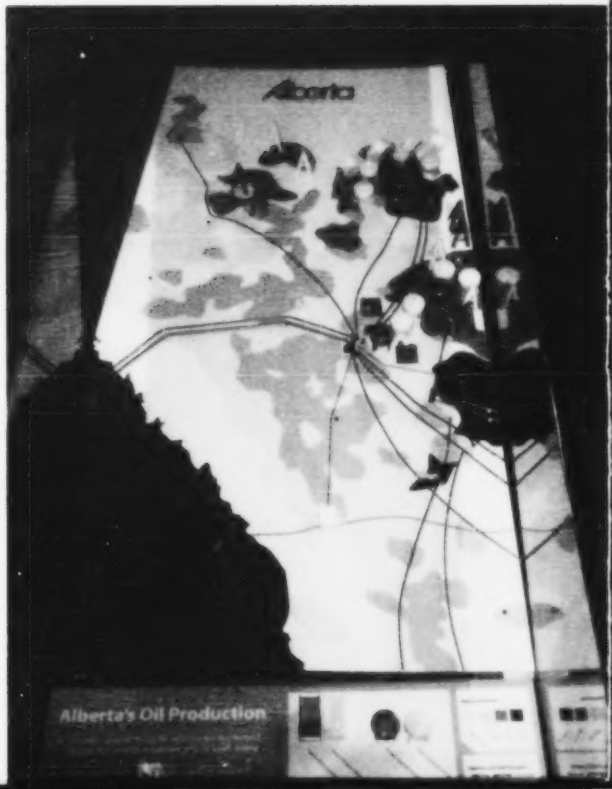
Alberta
Alberta's Oil Production

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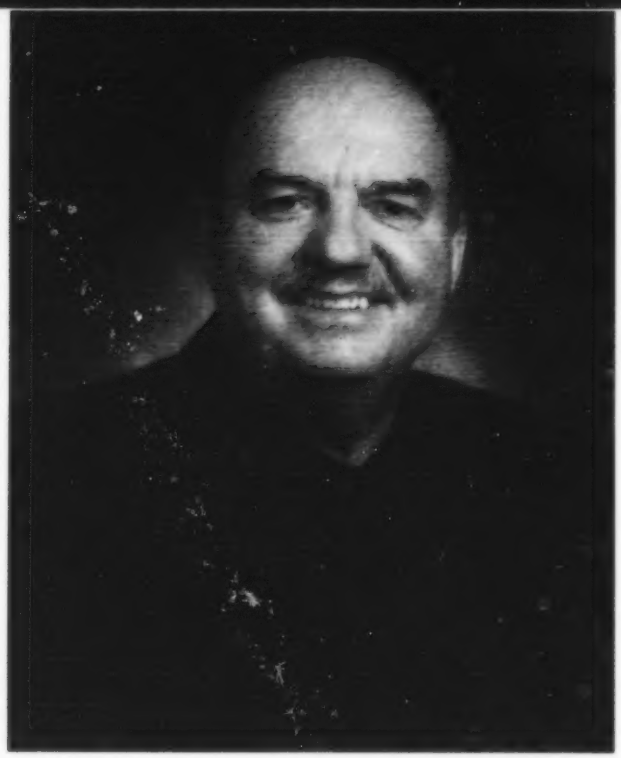


Ministers' Message

How does a province of just over 3 million people generate the economic energy that has made Alberta famous? Resources help, as does an educated and entrepreneurial population. So do the right connections—especially connections to global opportunities.

Alberta's international offices play a critical role in helping Alberta business people, educators, researchers and cultural promoters reach their counterparts around the world. They connect Albertans to new markets, ideas and innovations. They help Alberta organizations acquire needed investment, workers, students and international exposure. They raise awareness of the vast opportunities available in Alberta among potential investors, partners and governments around the world. In doing so, they support our economic, educational and cultural enrichment.

Market intelligence, knowledge of local customs and business practices, local and regional contacts—these are the benefits international offices offer to every client. The offices are located in or near markets linked to Alberta's economic and development goals. Add in the fact that our overseas staff are tireless salespeople for this province and its many advantages—scenery, resources, business friendliness, to name a few—and you have a recipe for helping Alberta businesses and organizations achieve global success.

This report highlights some of the key activities and achievements of Alberta's international offices in 2005-2006. It shows how every sector of our economy benefits from their work, and how the world is responding.

Clint Dunford

Hon. Clint Dunford
Minister
Alberta Economic Development

Gary D. Mar

Hon. Gary Mar, Q.C.
Minister
International and Intergovernmental Relations

Missions and delegations to Alberta: **180**, involving **277** companies and investors

Missions and delegations from Alberta to international markets: **344**, involving **554** companies and investors

Business introductions facilitated: **1388**

The Year At A Glance

Seminars, tradeshows and exhibitions participated in: **170**

Investment and trade negotiations generated: **186**

Intelligence or market reports generated: **185**

Inquiries responded to: **2510**

Media references: **454**

Performance Targets exceeded: all

"Building stronger international trade contributes to Alberta's economic growth by diversifying our markets and creating opportunities for Alberta's value-added industries."

– Honourable Clint Dunford, Minister of Economic Development

Keeping Alberta Strong

Alberta has one of the strongest economies in the world. Our success is tied to our ability to market our goods, services and advantages globally.

It's not always easy. Differences in language, culture, business practices and laws can make dealing with organizations or governments in other countries a challenge.

That's why the Government of Alberta has a network of international offices located in or near key global markets as outlined in Alberta's International Marketing Strategy. The offices help Alberta businesses and organizations make valuable connections, and support and promote Alberta businesses and the province around the world.

International goods and services exports from Alberta in 2005 reached $86.9 billion, up 16.7 per cent from 2004.

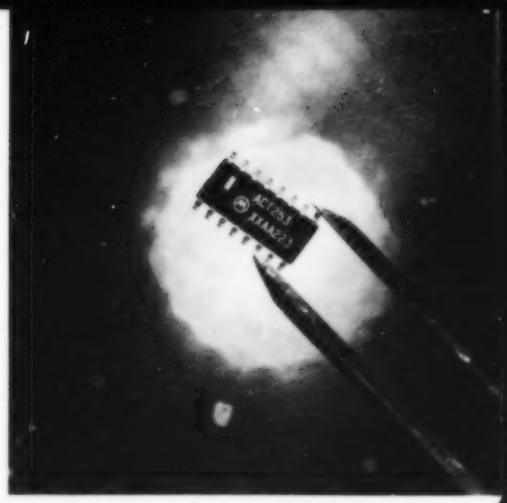
Focused on Key Targets

Several years ago, the Government of Alberta took a hard look at how international trade and investment creates value-added economic activity in Alberta. This led to Alberta's International Marketing Strategy, which identifies the Alberta industries that can benefit most from trade and foreign investment, and the countries with the best prospects for each of these industries. The strategy allows Alberta and its international offices to focus activities on the needs and interests of Alberta businesses and institutions.

Top 10 Export Markets in 2005:

1. United States
2. China
3. Japan
4. South Korea
5. Mexico
6. Belgium
7. United Kingdom
8. Netherlands
9. Italy
10. Taiwan

Alberta's Priority Markets



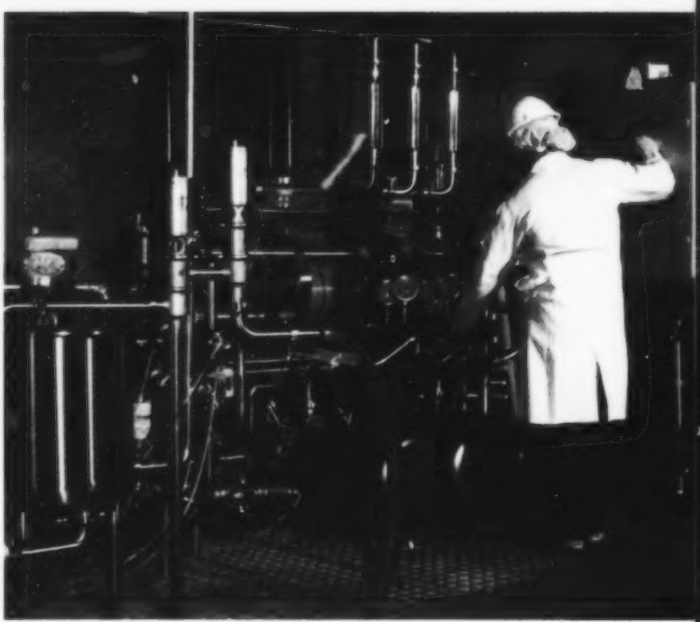
Meeting Goals At Home

International offices help the Government of Alberta meet its goals by:

- putting new and emerging businesses, including those in Alberta's value-added sectors, in contact with potential investors;
- supporting rural development through investment attraction and tourism promotion;
- promoting Alberta opportunities to skilled workers in other countries; and
- providing valuable business information to Alberta decision makers.

The offices also support the province's value-added strategy, Securing Tomorrow's Prosperity, by:

- helping attract global investment and projects to Alberta;
- helping businesses develop networks and alliances; and
- providing export readiness and market development resources and market research and intelligence.



How do international offices support Alberta businesses? Here are some examples:

- Food promotion events helped Alberta beef capture 27 per cent of the Hong Kong market after it re-opened to Canadian beef imports.

- An Alberta building products company and a Korean builder formed a partnership to build an upscale housing project in Seoul.

- Hong Kong Cyberport and The Banff Centre signed a memorandum of understanding that will encourage development of the digital entertainment industry in both locations.

- Job fairs in Germany promoted Alberta opportunities to skilled workers, attracting over 500 resumes and leading to over 300 interviews by Alberta employers.

Working with Albertans

Alberta's international offices work with a range of Alberta organizations—private businesses, universities and colleges, health care organizations and cultural groups—that benefit from international connections.

International offices:

- provide timely business and economic information;
- support export-ready Alberta businesses;
- generate and facilitate investment leads;
- showcase and market Alberta abroad; and
- promote Alberta as a tourism destination.

Alberta's office in Washington has a different role. Unlike the other offices, the Washington office focuses on advancing the interests and views of Alberta to groups that shape United States (U.S.) public policy and opinion, including the U.S. Administration, Congress, business associations, think tanks and the media. The office, in partnership with the Canadian Embassy, works with Alberta ministers, officials and the private sector to:

- provide information and analysis to Alberta on political and economic developments;
- contribute to the development of Alberta's U.S. energy, trade, agricultural and investment strategies;
- ensure Alberta's views and priorities are factored into policies and initiatives undertaken by the Canadian Embassy;
- build Alberta's profile in the U.S. as a secure, safe and reliable supplier of energy, agricultural products and other goods and services; and
- promote the sale of Alberta products and services in the U.S.

International offices look to the future. For example:

- A memorandum of understanding between Japan's Nanotechnology Research Institute and Canada's National Institute for Nanotechnology at the University of Alberta will build new links in this emerging industry.

- Seminars on the Alberta Advantage at Alberta Day events in Nanjing and Qingdao, involving the four international offices in the greater China area, drew over 100 participants each, and led to the identification of 11 companies interested in investing in the province.

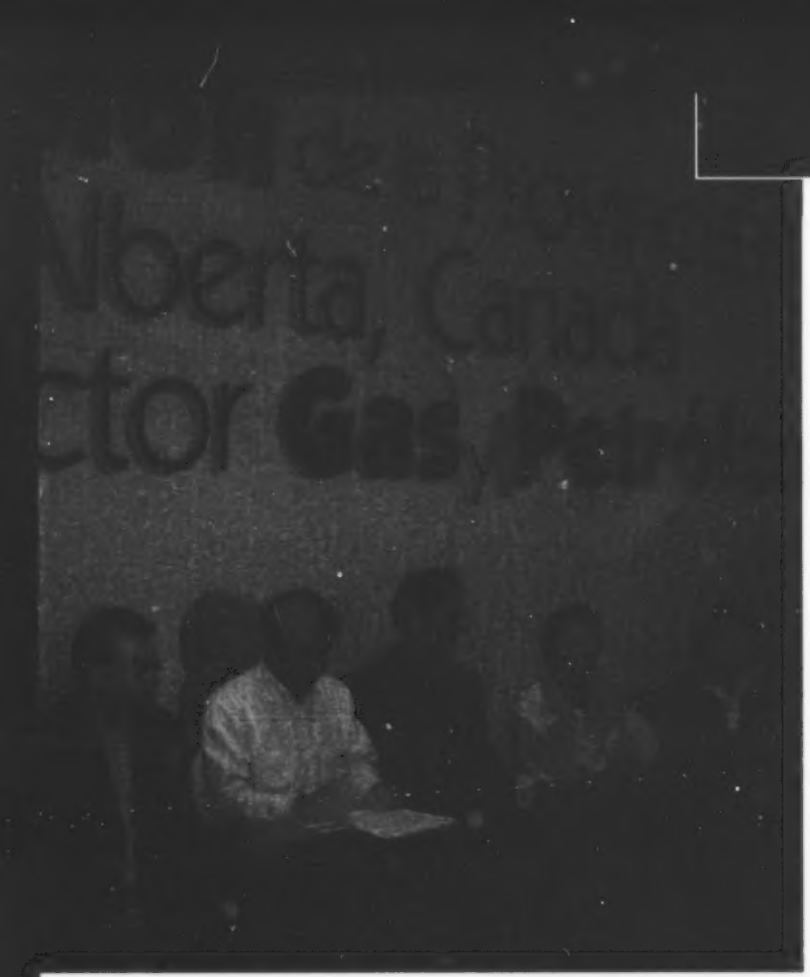
- Over 300 British industrial machinery and equipment companies with the potential to invest in, or transfer technology to, Alberta enterprises have been identified.

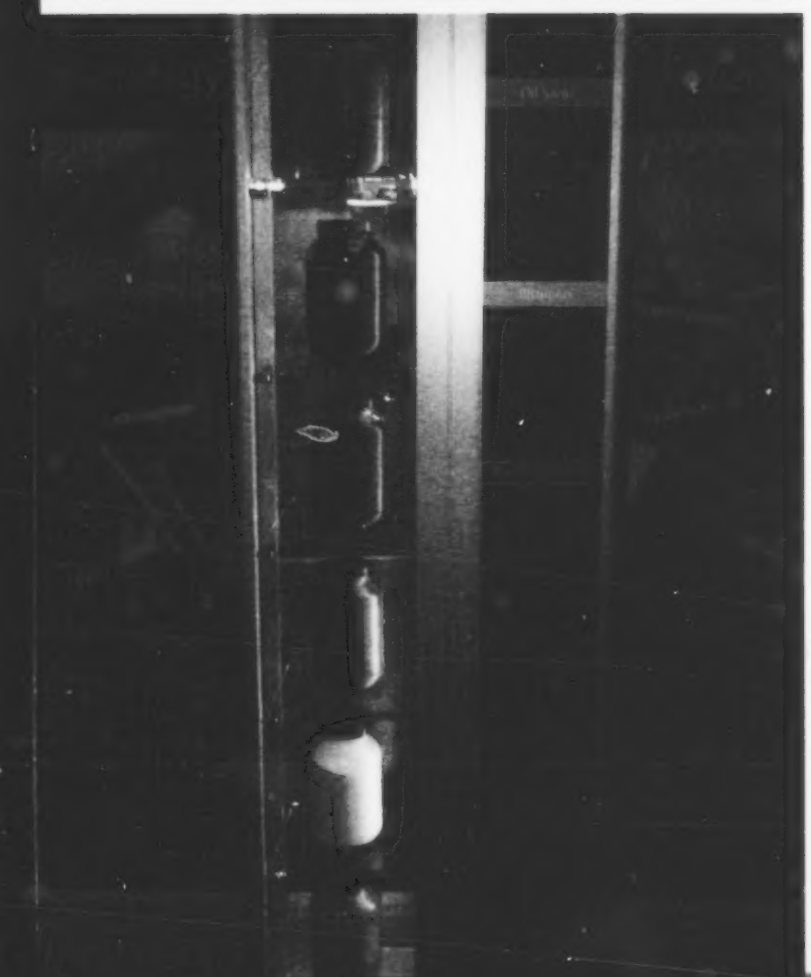
Pursuing Outstanding Performance

Alberta's international offices exceeded pre-set targets for all performance measures.

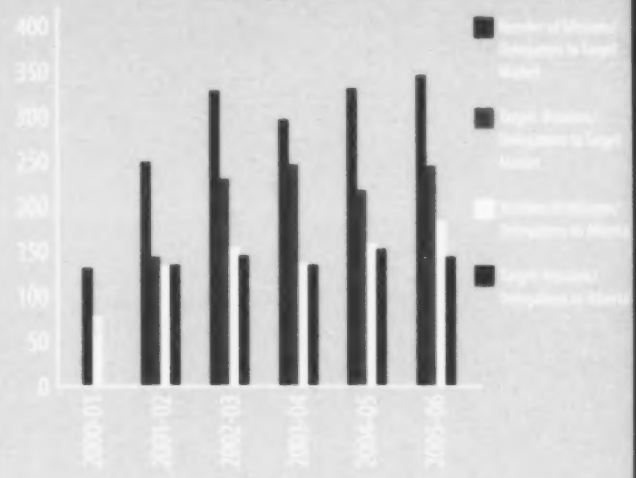
Measures focus on different types of activity. Some, such as content updates, website visits, responses to inquiries and networking sessions, indicate day-to-day operations and interaction with existing or potential clients both from Alberta and in other nations. Networking sessions with other ministries also show the value of the offices as a resource to other Government of Alberta departments. Market reports generated, business introductions and negotiations measure more in-depth activity with specific clients. Mission and delegation numbers indicate both promotional work, such as showcasing Alberta businesses abroad, and high-level contacts and negotiations, such as those between governments or educational institutions. Finally, seminars, tradeshows and exhibitions and media references measure activity to promote Alberta in other countries or to target industry sectors overseas.

Measure	2005-06 Target	2005-06 Actual
No. of website content updates	166	180
No. of visits/user sessions on website	127,500	182,708
No. of intelligence/market reports generated	125	185
No. of networking sessions	1,150	2,110
No. of missions/delegations to Alberta	137	180
No. of companies/investors participating	218	277
No. of missions/delegations to the target market	238	344
No. of Alberta companies/investors participating	295	580
No. of business introductions	895	1,388
No. of seminars, tradeshows and exhibitions	132	170
No. of networking/information sessions with partnering ministries	265	358
No. of responses to inquiries from all sources	1,920	2,510
No. of negotiations generated (investment & trade)	135	186
No. of media references	130	454

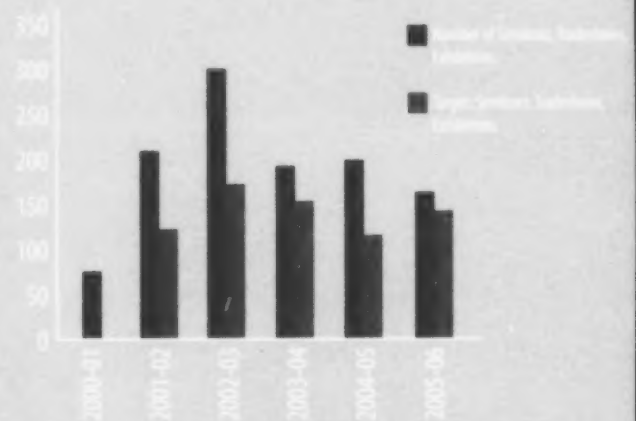




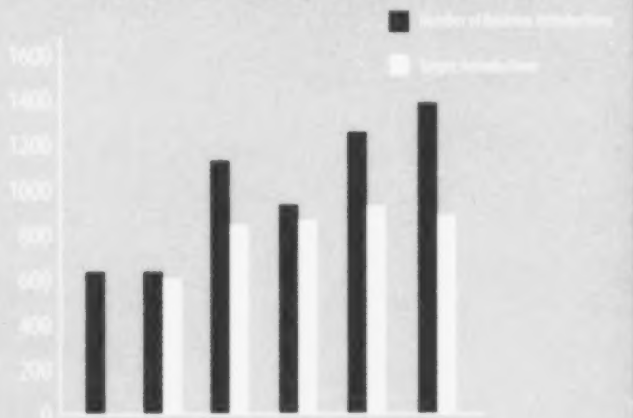
Delegations and Missions to and from Alberta 2000/01 - 2005/06



Seminar, Tradeshow and Exhibition Activity, 2000/01 - 2005/06



Business Introductions, 2000/01 - 2005/06



Alberta Japan Office

2005-06 Highlights

• Sixty-one delegations from Alberta, representing 111 companies, received support from the Alberta Japan Office in 2005-2006.
- In October 2005, a delegation headed by Alberta Agriculture, Food and Rural Development Minister Doug Horner helped re-open the Japan market to Alberta beef. The Minister explained Alberta's beef tracing system to meat industry executives and government representatives at meetings arranged by the office.

• Staff performed over 135 business-to-business introductions and supported new investment and trade in the high-tech, energy and agri-food sectors.

• The Government of Japan led a business mission to Alberta to study the oil sands, which is expected to lead to trade and investment activity within five years. The mission was one of 52 delegations to Alberta, representing 69 Japanese companies, helped by the Alberta Japan Office.

• A memorandum of understanding between Japan's Nanotechnology Research Institute and Canada's National Institute for Nanotechnology at the University of Alberta will build new links in this emerging industry.

• The office represented Alberta at over 50 seminars and tradeshows.
- A seminar on Alberta's oil sands, held in cooperation with Japan's Institute of Energy Economics and the Canadian Embassy, attracted over 260 key industry executives.

- A Nano-Simulation workshop showcased Alberta's growing potential and world-class nanotechnology facilities. Alberta Innovation and Science, the National Institute for Nanotechnology, the National Research Council, Japan's New Energy and Industrial Technology Development Organization and Nanotechnology Research Institute, and the Canadian Embassy were the event sponsors.

- More than 100 Japanese film producers, production companies and media attended an Alberta Film Seminar. They enjoyed a special screening of Academy Award winning Brokeback Mountain, highlighting Alberta's breathtaking scenery and professional film industry. Sponsors included the Alberta Japan Office, Travel Alberta, the Alberta Film Commission, the Canadian Tourism Commission and the Canadian Embassy.

• The office celebrated its 35th anniversary with a three-month Banff Mountain Film Festival, held at Tokyo, Osaka and Sapporo and sponsored by the office, Travel Alberta, Patagonia outdoor clothing company, the Canadian Tourism Commission, the Canadian Embassy and Air Canada.

"...the service the Alberta Government in Japan provides for Alberta companies helped to secure a $120,000 order with a Japanese importer and the possibility of gaining their entire business of $500,000/year. Thank you once again for all your efforts while we were in Japan."

– Corey Kemp, International Sales, Glenow Windows and Doors, Calgary

Photos: In 2005-06, the Alberta Japan Office promoted investment opportunities in Alberta's energy, high-tech and film industries.

Office At A Glance

Location: Tokyo

Staff: 1 Alberta Economic Development, 4 locally hired

The Market:

National Population	127.7 million (mid- 2005 estimate)
Nominal GDP	$3.7 trillion US (2005 purchasing power parity)
GDP/Capita	$30,615 US (2005 purchasing power parity)
Total Alberta Exports	$1.25 billion Cdn (2005)
Manufactured Exports	$772 million Cdn (2005)

Key Trade Sectors: Agri-food; Education and training; Energy; Health and bio industries; Information and communication technology; Tourism

Key Investment Attraction Sectors: Agri-food; Energy; Information and communication technology; Petrochemicals and refined products

Alberta China Office

2005-06 Highlights

• The office organized several seminars on various facets of the Alberta economy:

- Seminars on the Alberta advantage at Alberta Day events in Nanjing and Qingdao, involving the four international offices in the greater China area, drew over 100 participants each, and led to the identification of 11 companies interested in investing in the province. Education seminars held at the same events led to four Alberta institutions signing memorandums of understanding with Chinese institutions, on joint programs and recruitment.

- Canadian swine genetics seminars in Qingdao and Harbin showcased the strength and performance of Alberta swine genetics and highlighted bio-security and quality assurance.

• Meetings and seminars in Shanghai and Beijing were included in the Alberta building systems mission to China. These were attended by over 100 people from Chinese institutes and industry, and have led to discussions on solar energy and market development opportunities. In addition, 100 guests witnessed the signing of agreements between Interlandbank and Poon Mckenzie of Alberta and their Chinese counterparts at a reception hosted by the Alberta China Office.

• The Alberta China Office coordinated and supported numerous missions from Alberta, including:

- Four ministerial and three deputy ministerial visits from the Government of Alberta, which led to the signing of memorandums of understanding for cooperation in agriculture, food processing and a joint data technology research laboratory.

- Visits by the mayors of Edmonton and Lethbridge to Chongqing to attend the Asia Pacific Cities Summit. The office also provided support for the signing of a friendship agreement between the City of Edmonton and the City of Chongqing that provides for exchanges in education, technology and other areas.

- A visit to Lethbridge's sister city of Anyang by the mayor of Lethbridge. Bilateral exchanges and visits between the two cities have led to eight agreements among Alberta's University of Lethbridge, Lethbridge Community College, and forage product supplier Green Prairie International Inc. and Anyang's People's Hospital, Bureau of Labor and Social Security, Department of Commerce and Institute of Technology.

• An eight-episode television series on the Alberta agriculture sector aired on China's premier station, CCTV, between August and December 2005. The Alberta China Office sponsored the series, which attracted over 50 million viewers.

China was Alberta's second largest trading partner in 2005. With GDP growth of eight to nine per cent each year, it represents a growing market for our goods and services.

Photos: Activities that led to agreements for cooperation in education, technology and research highlighted the Alberta China Office's year.

"When I survey the whole of what the Alberta China Office offers and how they go about it, I want you to know that I consider their efforts to be the best that ATCO Group has ever received from the commercial and trade section of Canada's Embassies around the world."

-R. D. Southern, Chairman, ATCO Limited & Canadian Utilities Limited, Calgary

Office At A Glance

Location: Beijing

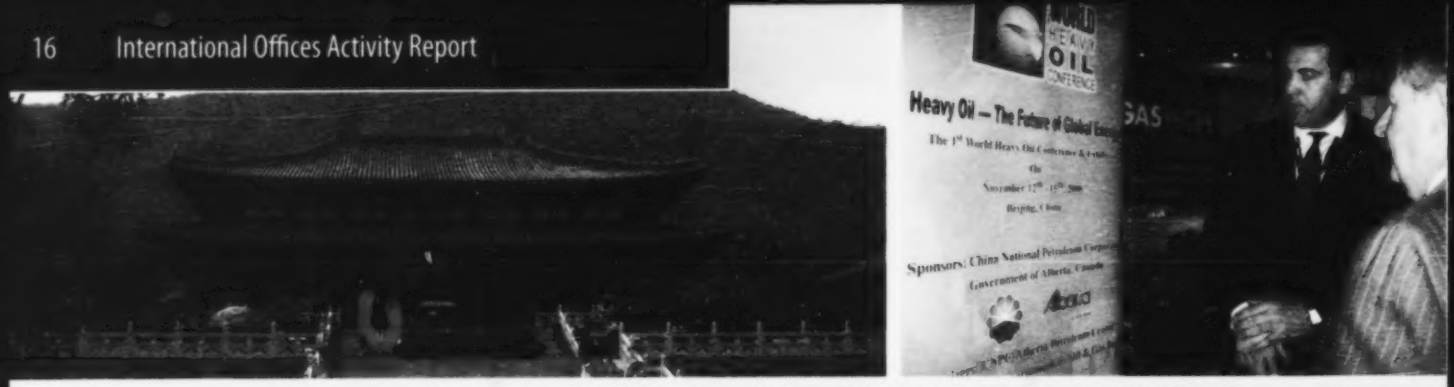
Staff: 1 Alberta Economic Development, 6 locally hired

The Market:

National Population	1.3 billion (mid- 2005 estimate)
Nominal GDP	$9.4 trillion US (2005 purchasing power parity)
GDP/Capita	$7,204 US (2005 purchasing power parity)
Total Alberta Exports	$1.91 billion Cdn (2005)
Manufactured Exports	$1.44 billion Cdn (2005)

Key Trade Sectors: Agri-food; Building products; Education and training; Energy; Environmental products and services; Health and bio industries; Industrial machinery and equipment; Information and communication technology ; Petrochemicals and refined products

Key Investment Attraction Sectors: Energy; Petrochemicals and refined products



CNPC - Alberta Petroleum Centre (CAPC)

2005-06 Highlights

• Sinopec, China's second largest oil company is now a partner in the Northern Lights oil sands project, is building a heavy oil upgrader in Alberta, and has offices in Calgary.

• The CAPC facilitated a Unipec mission to Alberta. Unipec is a subsidiary of Sinopec, involved in crude oil trade. Following the mission, Sinopec and its partner Synenco decided to build an upgrader in Fort Saskatchewan for the Northern Lights project.

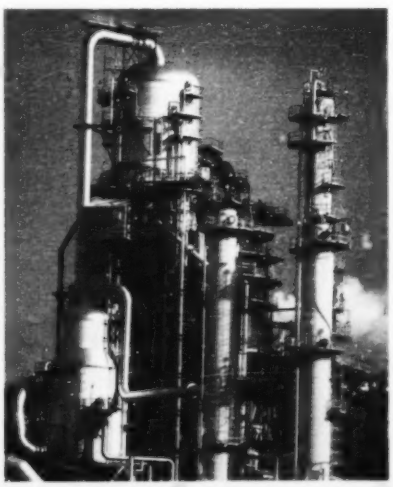
• Chinese National Petroleum Company (CNPC) and the Northern Alberta Institute of Technology (NAIT) signed a memorandum of understanding (MOU) that allows NAIT to train and certify tradesmen from China to work at Alberta's oil sands projects. The MOU followed visits to Alberta by two skilled labour delegations from CNPC.

• The Alberta Research Council and the University of Calgary hosted a mission by the China National Offshore Oil Corporation's (CNOOC) heavy oil research group. CNOOC is interested in joining Alberta Research Council's research project on CO_2 enhanced oil recovery.

• The CAPC completed a report on the feasibility of holding a World Heavy Oil Conference in China. Planning is now underway for the event, scheduled for November 12 to 15, 2006 in Beijing.

"Teknica has been doing business in China for 20 years and we continue to ask for the services of CNPC-Alberta Petroleum Centre as it provides value. Your team members and networks in China are great assets to Alberta business doing business in China. . . I would recommend your service to any Alberta oil and gas company looking to do business in China."

-Wendi Liu, China Manager, Teknica Overseas Ltd., Calgary



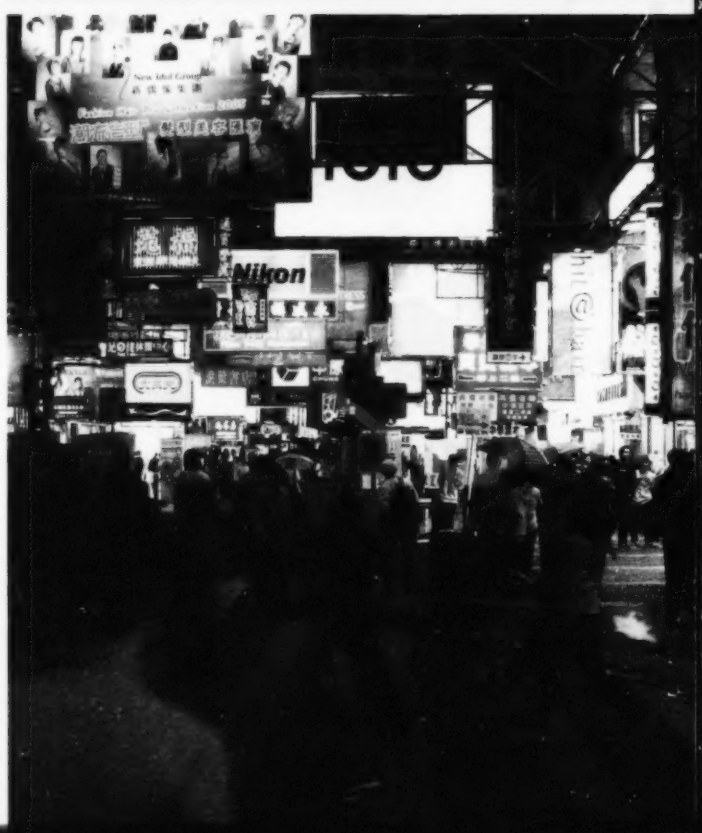
Office At A Glance

Location: Beijing **Staff:** 1 Alberta Economic Development, 3 locally hired

Opened in 1989, the CAPC is jointly invested in and operated by the Government of Alberta and the China National Petroleum Corporation (CNPC), to promote
• the transfer of advanced petroleum science and technology,
• petroleum and environmental science and technology development and
• trade between Alberta and China.

Photos: Missions to and from China fostered greater investment in Alberta's oil sands sector, improved access to skilled workers and explored cooperation in oil and gas research.

Alberta Hong Kong Office



2005-06 Highlights

• The Alberta Hong Kong office supported a series of Canadian food promotion events in retail outlets and restaurants in Hong Kong and Macau following the re-opening of the Hong Kong market to Canadian beef. Alberta beef was one of the key featured products, and has now captured 27 per cent of the market as a result of the re-launch campaign, compared to negligible figures previously.

• The office worked with Alberta Innovation and Science on the signing of a memorandum of understanding (MOU) between the Hong Kong Cyberport and The Banff Centre. The MOU supports collaboration in training and development for the digital entertainment industry in both Hong Kong and Alberta.

• A large number of students and parents attended Alberta international student recruitment seminars in Hong Kong and Guangzhou organized by the office. Alberta education institutions and school boards presented their programs and interviewed potential students.

• Local swine and feed industries attended Canadian swine genetics and feed seminars facilitated by the office. Swine genetics and breeding stock companies from Alberta developed trade and investment inroads in southern China from this event, which also raised the profile of Alberta expertise in this industry.

• A Hong Kong food and travel reporter visited Alberta in June 2005,with the help of the office. A series of articles promoting Alberta's food products, cuisine, restaurants and tourism appeared in the Hong Kong Economic Times, a popular Chinese-language daily.

"Polar Genetics Group, in conjunction with terrific support from the Alberta offices in Edmonton, Hong Kong and Beijing, returned from a very successful tour of Vietnam and China. . .we had so much help from the staff in terms of organization, support and participation in our activities. I look forward to working with the Alberta staff, whatever their worldwide location."

– Alfred Wahl, General Manager, PEAK Swine Genetics, Leduc

Office At A Glance

Location: Hong Kong

Staff: 1 Alberta Economic Development, 3 locally hired

The Market:

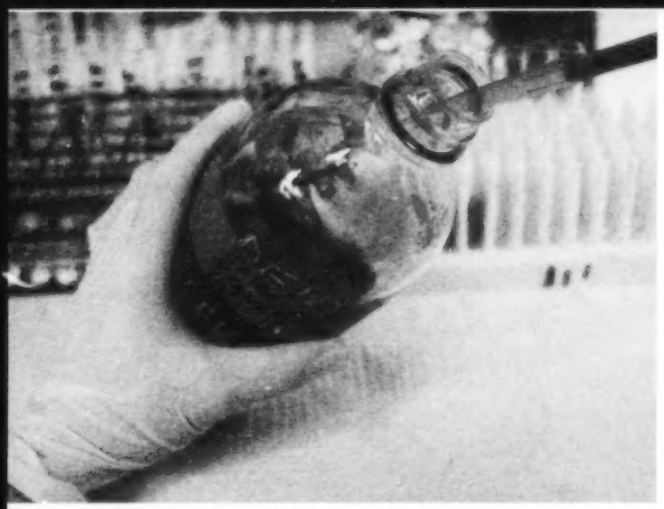
National Population	6.9 million (mid- 2005 estimate)
Nominal GDP	$233 billion US (2005 purchasing power parity)
GDP/Capita	$33,411 US (2005 purchasing power parity)
Total Alberta Exports	$115 million Cdn (2005)
Manufactured Exports	$113 million Cdn (2005)

Key Trade Sectors: Education and training; Health and bio industries; Agri-food; Information and communication technology

The Alberta Hong Kong Office serves:

- **Hong Kong,**
- **Macau, and**
- **Southern China.**

Photos: Hong Kong audiences learned about agriculture and education opportunities in Alberta, and International Office support led to the signing of an MOU for cooperation in developing the digital entertainment industry.



Alberta Taiwan Office

Taiwan is a growing and competitive market for new products and investment in biotechnology, digital content and wireless communications.

"The successful introduction of our company into the Taiwanese markets and initial sampling of our Alberta-made desserts could not have been accomplished without the efforts of the international office staff in Edmonton and Taipei. They were most accommodating, professional and a pleasure to work with every step of the way."

– Colin Ruttle, Fundraising Manager, WOW! Factor Desserts, Sherwood Park

2005-06 Highlights

- Alberta Agriculture, Food and Rural Development Minister Doug Horner visited Taiwan in December 2005. The office assisted with the visit and organized an opportunity for the Minister to speak to the American Chamber of Commerce about the safety of Alberta's beef industry and agricultural opportunities in the province.

- The Alberta Taiwan Office participated in the Canadian Pavilion at the Taipei International Food Show, attended by over 40,000 people. Eight Alberta companies sent product samples and brochures for display. In collaboration with a major restaurant chain, the office held three cooking demonstrations to promote the health benefits of canola oil.

- Three hundred invited guests enjoyed a special screening of Brokeback Mountain. The office and the Canadian Trade Office hosted the event to promote Alberta's film and tourism industries.

- The Alberta Taiwan Office organized intellectual property seminars in Calgary and Edmonton, to help Alberta companies better understand intellectual property rights protection in China and Taiwan.

Photos: The Alberta Taiwan Office helped generate trade opportunities for Alberta's bio-sciences and agri-food sectors.

Office At A Glance

Location: Taipei

Staff: 2 locally hired

The Market:

National Population	22.7 million (mid-2005 estimate)
Nominal GDP	$631 billion US (2005 purchasing power parity)
GDP/Capita	$27,572 US (2005 purchasing power parity)
Total Alberta Exports	$161 million Cdn (2005)
Manufactured Exports	$160 million Cdn (2005)

Key Trade Sectors: Agri-food; Education and training; Health and bio industries; Information and communication technology; Tourism

Key Investment Attraction Sectors: Petrochemical and refined products

Alberta South Korea Office

2005-06 Highlights

• A joint venture between an Alberta building products company and a Korean builder has resulted in the building of an upscale housing project in Seoul. The Alberta Korea Office profiled Alberta's building products and capabilities and facilitated the partnership.

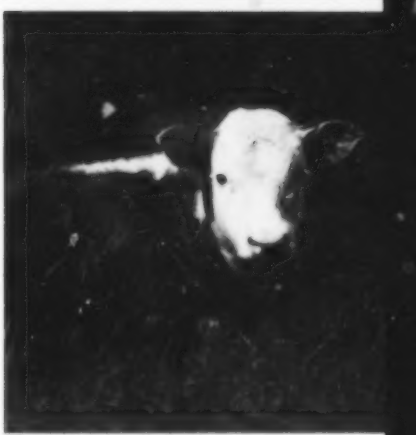
• Seoul City Gas, along with an Alberta operating partner, invested in a natural gas project in northwest Alberta. The office introduced the company to investment opportunities in the province.

• The office set up meetings between Calgary Technology Inc. and private companies in Korea, in conjunction with the promotion of Calgary APEC-Tel, a telecommunications sub-congress of the Asia Pacific Economic Council (APEC), at that organization's Information and Communication Technology Congress in Seoul.

• The Alberta South Korea office supported the visit of Agriculture, Food and Rural Development Minister Doug Horner to Korea. The Minister met with government officials and beef importers, to promote the safety and quality of Alberta beef.

• The Alberta South Korea Office helped Travel Alberta open an office in Seoul. The new office used the highly successful movie Brokeback Mountain as the basis for a public relations campaign to promote tourism in Alberta.

Korea is Alberta's fourth largest market in Asia. The economy is characterized by moderate inflation, low unemployment, an export surplus and fairly even income distribution.



Photos: The 2006 Building and Housing Show in Seoul and an agriculture mission to Korea were two activities that promoted Alberta's economic strengths overseas.

"I want to emphasize that the Seoul office of the Alberta Government has given myself and the Federation strong, timely and valuable assistance whenever I need special and in-depth market intelligence and communication with the Korean government. With your continued support, I believe the Canadian beef industry will make re-entry and become successful again in Korea's beef market."

- Amos Kim, Director Korea, Canadian Beef Export Federation

Office At A Glance

Location: Seoul

Staff: 1 Alberta Economic Development, 2 locally hired

The Market:

National Population	48.3 million (mid-2005 estimate)
Nominal GDP	$924 billion US (2005 purchasing power parity)
GDP/Capita	$20,590 US (2005 purchasing power parity)
Total Alberta Exports	$535 million Cdn (2005)
Manufactured Exports	$415 million Cdn (2005)

Key Trade Sectors: Agri-food; Education and training; Energy; Information and communication technology

Key Investment Attraction Sectors: Agri-food; Energy; Information and communication technology; Petrochemicals and refined products

Alberta Mexico Office

2005-06 Highlights

• The Alberta Mexico Office supported visits by 26 delegations, representing 44 companies or organizations:

- A Canadian oil and gas pipeline mission organized by the office, Alberta Economic Development and the Canadian government, brought eight companies to Mexico, including five from Alberta. The companies met with key contacts at Petróleos Mexicanos (Pemex) and other companies in Mexico City, Poza Rica and Villahermosa. Follow-up with the Alberta participants suggests that the mission generated over $2 million worth of business in the first six months after the mission, in addition to valuable contacts for future activity.

- Advanced Education Minister Dave Hancock led a delegation of Alberta post-secondary institutions to Guadalajara. A key event for this mission was the inauguration of the Alberta Education Centre in Guadalajara, which makes Alberta the only Canadian province with permanent representation in Western Mexico. The centre supports student exchanges between institutions in Alberta and Alberta's sister state of Jalisco. In addition, the University of Alberta and Grant MacEwan College signed a memorandum of understanding with the Instituto Tecnólogico de Monterrey to support and coordinate activities such as student, faculty and staff exchanges and joint projects.

• The office made 41 direct new introductions between Albertan and Mexican businesses. It also assisted with ten missions to Alberta involving 20 Mexican companies.

• The office continued to work closely with Travel Alberta to promote tourism. In January 2006, Travel Alberta upgraded Mexico's status as a source market for tourism and hired a representative for the Mexican market.

• Alberta Sustainable Resource Development and the Jalisco Department of Rural Development, with the help of the office, expanded their Fire Fighter Exchange Program. The program provides training to Mexican forest fire fighters in Hinton. This year, the second of the agreement, seven firefighters were trained.

• Alberta companies participating in trade shows and exhibitions benefited from the office's services. Trade shows with an Alberta presence included Enviro-Pro, Mexico's largest environmental show, the Petroleum Exhibition of Mexico, the International Pipeline Show and ANTAD, Mexico's largest retail food show.

"The February 2006 oil and gas pipeline mission to Mexico was instrumental in opening up the Mexican market for us. It was focused and well organized, and has resulted in field tests of our equipment. We look forward to over a million dollars in sales in Mexico this year."

– Eldon Edey, General Manager Business Development, Pure Technologies Ltd., Calgary

Under the North American Free Trade Agreement, Mexico has been one of Alberta's fastest growing export markets – exports to Mexico have grown almost 700 per cent since 1994.

Photos: Alberta's Education Centre in Guadalajara gives the province strong representation in western Mexico.

Office At A Glance

Location: Mexico City

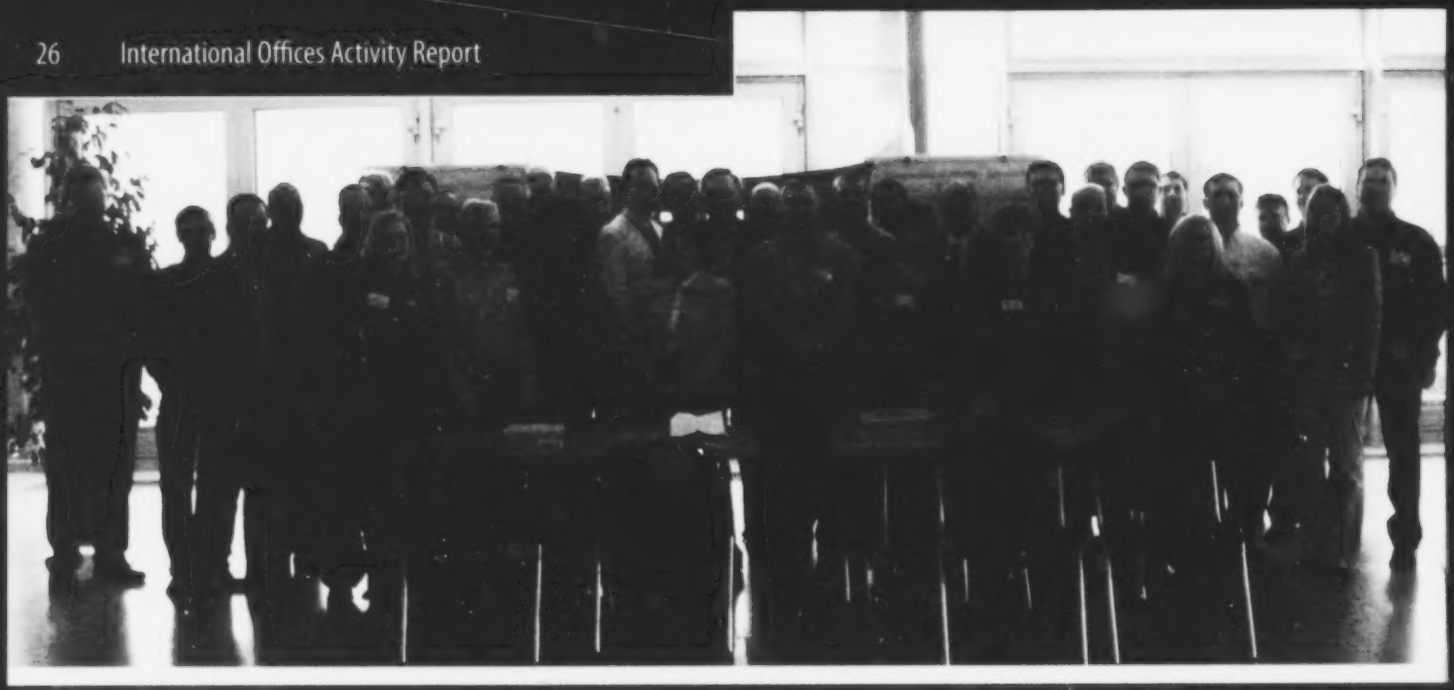
Staff: 1 Alberta Economic Development, 1 locally hired

The Market:

National Population	107 million (mid-2005 estimate)
Nominal GDP	$1.1 trillion US (2005 purchasing power parity)
GDP/Capita	$10,186 US (2005 purchasing power parity)
Total Alberta Exports	$495 million Cdn (2005)
Manufactured Exports	$332 million Cdn (2005)

Key Trade Sectors: Agri-food; Education and training; Energy; Environmental products and services; Industrial machinery and equipment

Key Investment Attraction Sectors: Agriculture



Alberta Germany Office

2005-06 Highlights

• Over 700 German workers learned about job opportunities in Alberta at job fairs in Bonn and Dresden in April 2005. Another 1,200 were drawn to fairs in Essen, Leipzig and Munich in March 2006. The latter fairs, organized by the Alberta Germany Office with the support of the Canadian Embassy in Berlin, the German federal job agency and the International Marketing Centre of Ontario, involved 22 Alberta firms, which received over 500 resumes, conducted 320 interviews and made 80 job offers.

• The office assisted a number of missions from Alberta to Germany:

- In September 2005, the Leduc-Nisku Economic Development Authority visited Grimma, to discuss cooperation and investment with eight companies. The office provided follow-up information to a number of German firms that requested information about doing business in Alberta.

- In November and December, 14 people from seven companies and institutions, including the University of Alberta and the National Institute for Nanotechnology, participated in a nanotechnology mission to Germany, following a similar mission to the Netherlands. The mission, organized by the Alberta Germany Office and the Canadian Embassy in Berlin, included high-level discussions with experts at research facilities and companies and participation in the Nanofair in Dresden. The Alberta delegation was the largest at the fair. The mission led to numerous business introductions.

- An Alberta Environment mission, led by George Vandenburg, the MLA for Whitecourt-Ste. Anne, visited Germany, the Netherlands and Sweden to discuss legislation and leading-edge practices in waste management, including recycling, biogas conversion to energy, wind and solar energy and fuel cell technologies. The findings from the mission will be used to help develop a waste strategy for Alberta.

• In January 2006, the office participated in a trade and investment awareness mission to Austria organized by the Canadian Embassy in Vienna. Staff presented information on the Alberta Advantage to over 100 small and medium sized firms in Vienna, Graz and Linz, leading to a number of follow-up calls.

• More than 150 invited guests attended an Alberta Centennial Celebration hosted by the office. The event showcased Alberta's food and technology products, artistic talent and tourism potential. Guests enjoyed a performance by Calgary classical musicians and a Smartboard demonstration by Calgary's SMART Technologies.

Doppelte Freude für Naxos

"Now that I have returned to Germany I would like to thank you and to inform you that my trip to Alberta was successful. Your staff did all that was necessary to put me in touch with some of the important people. This is a wonderful starting point..."

– Frank Pelzer, Managing Director, JPK Instruments, Berlin

Office At A Glance

Location: Munich

Staff: 1 Alberta Economic Development, 1 locally hired

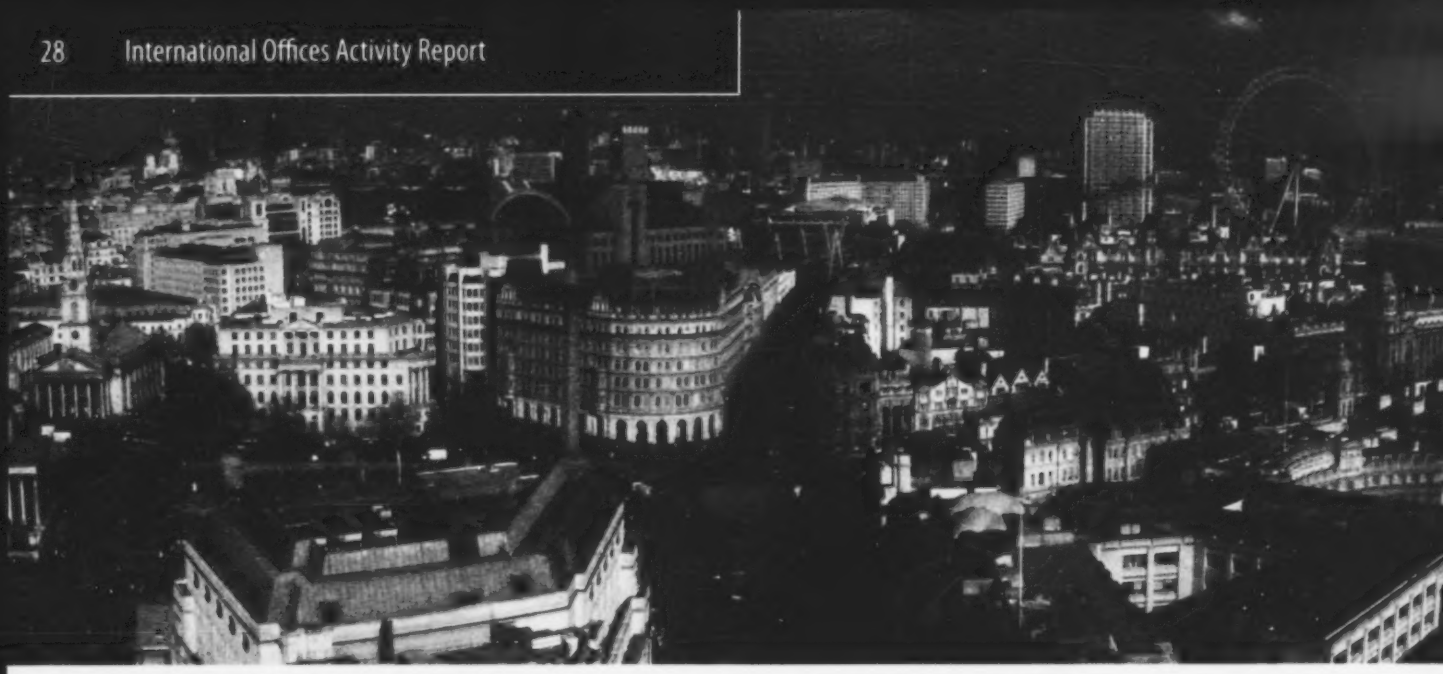
The Market:

National Population	82.5 million (mid-2005 estimate)
Nominal GDP	$2.5 trillion US (2005 purchasing power parity)
GDP/Capita	$30,579 US (2005 purchasing power parity)
Total Alberta Exports	$111 million Cdn (2005)
Manufactured Exports	$103 million Cdn (2005)

Key Trade Sectors: Education and training; Health and bio industries; Tourism

Key Investment Attraction Sectors: Building products; Environmental products and services; Tourism

Photos: Attracting skilled workers, exploring "green" power and promoting Alberta's culture through Centennial celebrations were key activities in 2005-2006 for the Alberta Germany Office.



Alberta United Kingdom Office

2005-06 Highlights

• The Alberta United Kingdom Office supported efforts to attract skilled workers to Alberta:

- The office participated in four emigration promotion and recruitment shows across the United Kingdom (U.K.), promoting sectors and regions in Alberta in need of skilled workers. The March 2006 Emigrate show in London attracted nearly 15,000 potential immigrants.

- The office hosted Euromission '06, including a seminar and reception for more than 75 interested potential immigrants, in March. That same month, it assisted the first emigration mission to the U.K. from Calgary Economic Development, and co-hosted a function for 50 potential new Albertans at Canada House.

• The office has identified over 300 U.K. companies in the industrial machinery and equipment sector with the potential for investment in and/or technology transfer to Alberta enterprises. Seminars to introduce these companies to opportunities in Alberta are being organized for October 2006.

• The office continued to build Alberta's profile within London's financial community. It organized meetings and seminars with institutional investors and lenders to reinforce growing U.K. interest in the oil sands, conventional energy, real estate and other Alberta opportunities.

• Increased interest in Alberta by U.K. media led to prominent coverage of the province in major newspapers, by BBC radio and in the Economist magazine. The Alberta U.K. Office provided information to support this coverage.

• The office helped further discussions about public security issues and best practices in policing by facilitating meetings between Solicitor General Harvey Cenaiko and senior U.K. justice officials. Minister Cenaiko examined the community support officer program in London and police training facilities in London and Northern Ireland. The information gathered will be used to strengthen Alberta's security and police programs.

• The office worked with Travel Alberta on a number of initiatives to promote tourism in Alberta, including a Spotlight 2006 tourism reception at Canada House in March that drew over 200 U.K. industry representatives.

"The support of the Alberta U.K. Office has been very helpful to SMART Technologies. We have been doing business in the U.K. for many years and have found the support of the Alberta government for our projects and initiatives adds credibility as we develop new contacts, helping us to achieve our business goals in the U.K. and beyond."

-Russell Erickson, Manager, International Channel Management, SMART Technologies Inc., Calgary

The U.K. is Alberta's largest trading partner in Europe. It is also a major source of skilled workers and entrepreneurial immigrants to Alberta and accounts for nearly half of the province's European tourism traffic.

Photos: From the heart of London, the Alberta United Kingdom Office reached out to skilled workers and the city's financial community.

Office At A Glance

Location: London

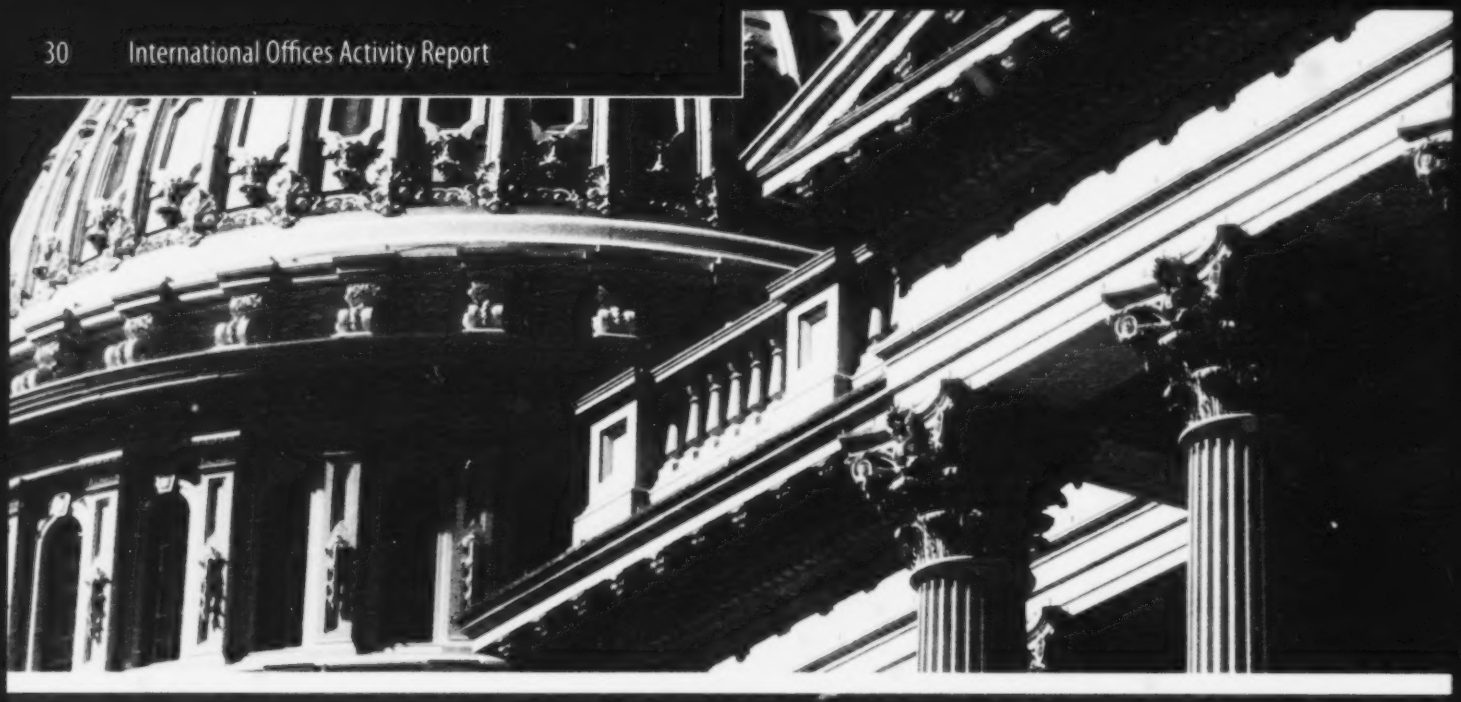
Staff: 1 Alberta Economic Development, 1 locally hired

The Market:

National Population	60.1 million (mid-2005 estimate)
Nominal GDP	$1.8 trillion US (2005 purchasing power parity)
GDP/Capita	$ 30,470 US (2005 purchasing power parity)
Total Alberta Exports	$208 million Cdn (2005)
Manufactured Exports	$172 million Cdn (2005)

Key Trade Sectors: Aerospace and aviation; Energy; Health and bio industries; Tourism

Key Investment Attraction Sectors: Aerospace and aviation; Architecture, engineering and construction; Energy; Health and bio industries; Tourism



Alberta Washington Office

2005-06 Highlights

• In its first full year of operation, the Alberta Washington Office engaged in a variety of advocacy activities that led to several favourable developments in U.S. policy. These included:

- Securing meetings with key decision makers in Washington that resulted in a reference to Alberta in the recently-passed *U. S. Energy Policy Act*;

- A written submission about Alberta's vast energy resources for a hearing by the House Sub-Committee on Energy and Air Quality; and

- Consultations with the Canadian Cattleman's Association regarding the BSE issue and the anticipated rule regarding cattle over 30 months in age entering the United States.

• The office also organized several missions to Washington, D.C. by Alberta's Ministers of Energy, Community Development, and Restructuring and Government Efficiency and the Solicitor General and Minister for Public Safety. For the mission led by the Energy Minister, the office arranged a number of high-level meetings, with the U.S. Secretary of Energy, the vice-president's chief of staff, the chairman of the Federal Energy Regulatory Commission, members of the Senate National Security Council and assistant secretaries of the departments of Energy and State.

• Missions to Alberta were also a focus of activity. These included:

- A tour of the oil sands for Congressional staffers, the Canadian Ambassador to the United States and prominent members of the U.S. energy media;

- A tour of Edmonton, Calgary and Fort McMurray for senior officials with the International Monetary Fund; and

- A tour of Alberta, including feedlots, for the chair of the U.S. House Agriculture Committee and eight congressmen.

• The location of the office allows Albertans to regularly attend significant U.S. events. This year, Alberta was represented at the National Governor's Association reception at the Canadian Embassy and the World Energy Council's North American Forum.

• The office is leading the planning and execution of Alberta's participation at the 2006 Smithsonian Folklife Festival, which will showcase Alberta's history, heritage and culture to the U.S. public. In conjunction with the Smithsonian event, Alberta is hosting an Alberta Week to raise the province's profile in U.S. economic forums.

• The office also generated significant media coverage of Alberta's key role in North American energy supply and security. Articles have appeared in several major daily newspapers, including The New York Times, the Wall Street Journal, the Washington Times and the Washington Post. In addition, the CBS newsmagazine 60 Minutes featured the oil sands.

Office At A Glance

Location: Washington D.C.

Staff: 2 Alberta government, 2 locally hired

The Market:

National Population	296 .5 million (mid-2005 estimate)
Nominal GDP	$12.3 trillion US (2005 purchasing power parity)
GDP/Capita	$41,400 US (2005 purchasing power parity)
Total Alberta Exports	$71.5 billion Cdn (2005)
Manufactured Exports	$13.8 billion Cdn (2005)

Key Trade Sectors: All sectors

Key Investment Attraction Sectors: All sectors except Education and training

The United States has the largest economy in the world and is Alberta's largest market, representing 90 per cent of all provincial exports.

Appendix 1: Budget Information

Alberta Economic Development
Alberta's International Offices (excluding the Alberta Washington Office)*
Budget vs. Actuals Comparison
April 1, 2005 - March 31, 2006

	Budget 2005-06	Actual Expenses 2005-06	Unexpended (Over Expended)	Variance by %
Alberta China Office	663,650	632,875	30,775	4.6%
CAPC	845,660	827,063	18,597	2.2%
Alberta Hong Kong Office	584,530	580,943	3,587	0.6%
Alberta Taiwan Office	195,910	167,871	28,039	14.3%[1]
Alberta Korea Office	663,850	871,188	(207,338)	-31.2%[2]
Alberta Japan Office	1,175,910	1,169,475	6,435	0.5%
Alberta United Kingdom Office	685,690	483,333	202,357	29.5%[3]
Alberta Mexico Office	420,850	416,591	4,259	1.0%
Alberta Germany Office	495,950	453,295	42,655	8.6%[4]
Total	**5, 732,000**	**5, 602,634**	**129,366**	**2.3%**

*For budget information on this office, please consult the International and Intergovernmental Relations Annual Report.

[1] Variance is due to exchange rate fluctuations.

[2] In accordance with generally accepted accounting principles established by the Canadian Institute of Chartered Accountants, beginning with the 2001-2002 fiscal year, Alberta Economic Development has recognized future employee costs related to retirement and separation allowances that international offices' locally engaged staff receive at the conclusion of their employment. The allowances differ between international offices depending upon local employment laws and practices of the country in which the office is located. Due to revised federal government calculations provided to Alberta Economic Development in March 2006, an additional expense of $252,888 was incurred for the Seoul office.

[3] Variance is due to the new Managing Director not being posted until November 2005, reductions in expenses related to education and home visits, as well as exchange rate fluctuations.

[4] Variance is the result of reduced travel, contracts, hosting and materials and supplies costs, as many of the tradeshows, promotional events and showcase events participated in by the Alberta Germany Office occur every second or third year as opposed to annually.

Notes:

Notes:

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Website: www.alberta-canada.com/taiwan

Alberta has 10 international offices that are key to entering and acquiring contacts in international markets.

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